

From: Cinnie Frith [mailto:cfrith@fbsmgt.com]

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To: Kobayashi, Ann; Fukunaga, Carol A; Anderson, Ikaika; Chang, Steven; kpine@honolulu.gov; Martin, Ernie; Menor, Ron; Harimoto, Breene; Manahan, Joey; **Subject:** Bus Billboards testimony in opposition to Bill 69

Aloha City Council Members.

Mahalo for taking public testimony concerning Bill 69 pertaining to bus advertising.

There are many reasons to deny use for billboards on our moving buses, and I suspect you've heard most of them!

From an esthetic point of view, this use is a poor choice for raising cash flow to pay for bus/public transit overhead. No doubt, the precedent will be set and more liberal use of such advertising will prevail.

Living in Kailua on the windward side of Oahu for the past 10 years, I've watched development literally explode! We have become a tourist mecca and who can blame tourists for wanting a taste of this glorious environment-it is spectacular and special.

Currently, we have a mixture of large trucks, vans, pick-up trucks and passenger cars that have become moving advertisers for a plethora of business ventures. It has become very difficult to visually navigate through this crowded and distracting mixture of vehicles, especially when you add the VERY DANGEROUS pedestrian walkways and bike lanes. Adding full size buses and handivans to the mix may well become the tipping point for a preventable accident.

If I had my druthers, I'd be looking for legislation that REDUCES the SIZE and SCOPE of current vehicular signage on the roadways. For me, the issue is public safety-and the trade off of a relatively small amount of funds produced isn't worth the obvious risk to life and/or limb.

Go back to the table on this one and think outside the proverbial box. I think I remember the city having a number of vacant buildings that could raise a pretty penny if sold?

Tourists don't come to Oahu to stare at advertising on buses. The beauty of our island home is the golden goose. Don't shoot it in the foot.

With sincere aloha,
Cinnie Frith
42-128Kooku Place
Kailua, HI-96734
262-0878

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